



Week 3 Assignment: Public Service Announcement (PSA) Pre-Production

Overview

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

Revising and Resubmitting This Document

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you should revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your coach will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5). **Rubric**

Use this rubric with the Assignment.

Tasks	Accomplished	Proficient	Needs Improvement	Unacceptable
Student project proposal (45 points)	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables.	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables.	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of	Incomplete. (0 points)

	Adjustments to the project proposal are determined early and clearly explained. (45 points)	(34 points)	deliverables. Adjustments to the project proposal are also inconsistent. (27 points)	
Script for PSA (15 points)	Provides a script using conventional writing standards. (15 points)			Incomplete. (0 points)
Shot list (25 points)	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. (25 points)	Provides a shot list with documentation of any new shots taken in the moment of filming. (21 points)	Provides a shot list but inconsistently documents new shots taken in the moment of filming. (18 points)	Incomplete. (0 points)
Copyright and fair use information (15 points)	Fair use guidelines are followed and all or most non-original material uses proper citations. (15 points)			Incomplete. (0 points)

Week 3 Assignment: PSA Pre-Production

Directions

1. Download a copy of this assignment document to your desktop.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.

Use the following sites as guides.

- Story Creation Tips:

http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf

- Writing Tips:

http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf

6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:

http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf

7. Write up your shot list in the space provided.

8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.
9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
10. Submit a copy of this document.
 - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

Project Proposal

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

General Information		
Name(s)	Dallas Bergstrom, Allen Bordelon, Diana Cantu, Tina Cone, Belsa Zarate	
Project title	Cyberbullying: Danger in the Dark	
Purpose	PSA alerting parents to the hidden danger of cyberbullying, prompting them to get involved before it is too late.	
Audience	Parents, guardians and adult mentors	
Program length	60 seconds	
Costumes	Normal home attire	
Sets	Bedroom in a typical home, playground.	
Props	Computer	
Locations	School, playground, movie theater, home	
Crew		
Director(s)	Dallas Bergstrom	
Scriptwriter(s)	Allen Bordelon, Tina Cone	
Talent	Dallas Bergstrom, use of neighborhood kids	
Camera operator(s)	Diana Cantu, Belsa Zarate, Dallas Bergstrom	
Editor(s)	Allen Bordelon, Diana Cantu	
Schedule of Deliverables		
Project phases	Due date	Owner
Preproduction	9/12	All
Video and image production	9/17 -9/18	Diana Cantu, Dallas Bergstrom, Belsa Zarate, Allen Bordelon

Narration	9/17 - 9/18	Dallas Bergstrom, Allen Bordelon, Belsa Zarate
Editing	9/18 -9/19	Allen Bordelon, Diana Cantu
Publish to YouTube	9/26	Tina Cone

Script Outline

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Narrator: Parents, you talk to your children about safety...

...at school (3 second shot of school)

...at the playground (3 second shot of a playground)

...at the mall and movie theater. (3 second shot of a movie theater)

So, why don't you talk to them about being safe here at home? (6 second video; show a video shot inside of a house, walking into a teenager's bedroom, teenager seated at the computer)

Cyberbullying is happening in your own house... (cut to screen shot of the computer, with a bullying message full of putdowns and negative comments, for 5 seconds) ...to your own children.

Protect your children...(cut to 8 second video shot of parent sitting with child at computer, gesturing at screen and in obvious discussion, closing with a heartfelt hug) ...talk to them about the risks that are lurking online. Without the help and support of parents...

(cut to shot of cyberbullying suicide ABC news screen) cyberbullying can be deadly.

(cut to various screen shots of facebook, twitter, YouTube, etc.) Children spend an increasing amount of their time in the online world; make sure that world includes you.

Don't leave your child alone in the dark. (cut to 5 second video shot of child with head down, quietly crying in darkened room only lit by computer screen full of putdowns and negative comments)

Together, we can stop cyberbullying. (4 second shot of the word cyberbullying with the red circle/slash "no" symbol over it, growing large as the narrator talks)

A Public Service Message from the Partnership to Prevent Cyberbullying. (black screen with this message in text)

Narration Script

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Parents, you talk to your children about safety...

...at school

...at the playground

...at the mall and movie theater.

So, why don't you talk to them about being safe here at home?

Cyberbullying is happening in your own house...
...to your own children.

Protect your children...
...talk to them about the risks that are lurking online. Without the help and support of parents...

...cyberbullying can be deadly.

Children spend an increasing amount of their time in the online world; make sure that world includes you.

Don't leave your child alone in the dark.

Together, we can stop cyberbullying.

A Public Service Message from the Partnership to Prevent Cyberbullying.

Shot List

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Name(s)	Dalas Bergstrom, Allen Bordelon, Tina Cone, Diana Cantu, Belsa Zarate
Project Title	Cyberbullying: Danger in the Dark
Shot Number	1
Location	In front of a school
Talent	Narrator
Props	none
Special Equipment	none
Shot Number	2
Location	Playground, at the swings
Talent	Child on swing (possibly pair of children, one being bullied.)
Props	Playground and swingset
Special Equipment	none

Shot Number	3
Location	In front of a movie theater
Talent	Narrator
Props	none
Special Equipment	none
Shot Number	4
Location	Inside a typical home in a child's bedroom
Talent	Teenage child
Props	Computer
Special Equipment	none
Shot Number	5
Location	Inside a typical home in a child's bedroom
Talent	none
Props	Computer, screen filled with cyberbullying messages and text
Special Equipment	none
Shot Number	6
Location	Inside a typical home in a child's bedroom
Talent	Parent, teenage child
Props	Computer
Special Equipment	none
Shot Number	7
Location	Inside a typical home in a child's bedroom
Talent	none

Props	Screenshot of ABC News cyberbullying suicide report opening screen
Special Equipment	none
Shot Number	8
Location	Inside a typical home in a child's bedroom
Talent	none
Props	Computer, screen displaying Twitter, Facebook, MySpace and YouTube logos
Special Equipment	none
Shot Number	9
Location	Inside a typical home in a child's bedroom
Talent	Teenage child
Props	Computer
Special Equipment	none

Copyright Information

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

None at this time (9/12)